

MBC Grand Broadcasting Stations in Grand Junction Colorado

KNZZ - in the past year, KNZZ has hosted two political debates, one each for the Democratic and Republican parties for Colorado's District 3. KNZZ drops its regular programming to air presidential debates, state of the union messages, and other important speeches. KNZZ invites two local community leaders into its morning programming every weekday ... with citizens invited to ask them questions via the phone. KNZZ broadcasts a one-hour public affairs program every week, delving into the most important issues of the week. KNZZ won the American Legion award for its news and public affairs programming that recognized members of the armed forces. When fires threatened 20 homes in Grand Junction from a forest fire, KNZZ was the only station, radio or TV, on the scene reporting facts and interviewing the fire chief live.

KJYE - is the Emergency Alert Primary station for 4 counties in Western Colorado, and works closely with county Emergency managers to provide instant access to radio audiences throughout the region. KJYE has live local talent on the station 13 hours a day, providing instant local news, weather and emergency messages to most of Northeast Colorado. This station has a firm commitment to public affairs / regional programming.

KMGJ - reaches young people with a top-40 format. Each Tuesday evening KMGJ broadcasts a live 2-hour student produced program where students interview other students, parents and teachers about such issues as lying, cheating on tests, having sex, bullying, etc. KMGJ broadcasts live with local announcers 16 hours a day, providing instant local news, weather and emergency messages to 4 counties of Northeast Colorado.

KTMM - broadcasts a one-hour weekday talk program with the main topic local high school and college sports, analyzing previous games, interviewing players and coaches, and talking about important sports issues like safety and low player grade-point averages. During football, basketball and baseball seasons KTMM broadcasts some 2 to 4 games every week, including all the away games of 4 high schools where KTMM staffers have to travel, in many cases, over 150 miles, one way. KTMM also produces and airs the National Junior College Baseball Tournament each May, including internet coverage which goes around the world.

WEST - Easton Pa. (Operated by an affiliate corporation of MBC) WEST operates with 1KW on a local frequency, 1400 AM. WEST provides listeners with local news, sports, weather, traffic and local established broadcast personalities. WEST regularly broadcast local sporting events from 4 area high schools and sporting events of Lafayette College. As far as local public affairs, WEST broadcast 4 different programs weekly to meet the needs and interests of the WEST listeners. Four local churches uses the WEST facilities to enhance their reach in the community.

In summary, this licensee believes that market place demands and forces provide far more stimulus for broadcaster to provide local programming to radio listeners. Today, our companies radio stations broadcast more non-entertainment programming that we did when we were required to provide the FCC with programming reporting